



SENT VIA E-MAIL
& Regular Mail

June 17, 1996

TO: BOSTON R.O.U.
NY METRO R.O.U.
PHILADELPHIA R.O.U.
BUFFALO R.O.U.
PITTSBURGH R.O.U.

M. A. BELNIAK
Key Account Manager
227-A South Street
Hopkinton, MA 01748
Phone: 508 435 8613
Fax: 508 435 8591

FOR: DISSEMINATION TO ALL SALES PERSONNEL WITH
BJ'S WHOLESALE CLUBS CID # 2515 00 00

RE: BJ'S WHOLESALE CLUBS -- DORAL \$2.00 ON-CARTON COUPON

Ladies and Gentlemen:

During the week of June 24, 1996, an automatic distribution of assorted Doral brands will be made to participating BJ's Wholesale Club locations (see attached).

- Sixty-five (65 ctns) {distribution attached} will be made to each location with \$2.00 carton coupon pre-attached.
- Doral Special Offer POS will be included with all shipments.
- This promotional offer will be merchandised / displayed on existing carton fixtures. Supplemental temporary displays must be authorized by store management prior to placement.
- Your assistance is requested to contact all participating locations as soon after delivery as possible to work with store personnel and ensure this promotional offer is communicated clearly to the consumer.
- This distribution includes all Doral brand styles authorized by BJ's Wholesale Clubs. Please maintain a copy of the BJ's Doral item reorder numbers for future use in maintaining distribution and increasing stock levels on the Doral Family in BJ's Wholesale Club locations.

Thanks for your assistance with this chain.

Sincerely,

Mike

M. A. Belniak

MAB/nsk

Attachments

BJDOR\$2.doc

Sales	Retail
1221 34	1222 22
1222	1223 25
1223 2	1226 27
1224	1229
1225	ROM
1226 9	PC SC
1229	MC PA
1240	
1244	RSM RBM

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DORAL \$2.00 CARTON COUPON
Week of 6/24/96 Distribution

<u>BRAND DESCRIPTION</u>	<u>BJ'S STYLE #</u>	<u>DISTRIBUTION</u>
DORAL F 85 SP	240729	5
DORAL F 83 BOX	325597	5
DORAL F 100 SP	240745	5
DORAL M 85 SP	240737	5
DORAL M 83 BOX	325598	5
DORAL MEN 100	240753	5
DORAL L F 85 SP	240680	5
DORAL L F 83 BOX	325619	5
DORAL L F 100 SP	240702	5
DORAL L MEN 85	240699	5
DORAL L MEN 100	240710	5
DORAL ULTRA F 85	240770	5
DORAL ULTRA F 100	240796	5
	TOTAL:	65 CARTONS PER LOCATION

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BJ'S WHOLESALE
DORAL \$2.00 COUPON

SR	RR	ACCT #	CLUB #	ADDRESS	CITY	STATE
112206	112220	578045	62	1801 WOODBURY AVE	PORTSMOUTH	NH
112207	0	685673	0	110 AUBURN ST	AUBURN	ME
112209	112225	430577	0	513 515 WARREN AVE	PORTLAND	ME
112602	112620	506155	30	55 NEEDHAM RD	DANVERS	MA
112603	112621	577918	58	115 ERDMAN WAY	LEOMINSTER	MA
112604	112622	040895	1	909 FELLSWAY	MEDFORD	MA
112604	112622	683167	50	85 CEDAR ST.	STONEHAM	MA
112609	112628	594233	0	26 WHITTIER RD	FRAMINGHAM	MA
112610	112629	655728	24	290 TURNPIKE RD	WESTBOROUGH	MA
112807	112824	646870	2	1300 HARTFORD AVE	JOHNSTON	RI
112809	112826	602078	55	287 WASHINGTON ST	S ATTLEBORO	MA
113002	113027	300889	23	460 STATE RD	No. DARTMOUTH	MA
113005	113026	437696	0	901 TECHNOLOGY CINTER	STOUGHTON	MA
113008	113022	968423	18	622 WASHINGTON ST	WEYMOUTH	MA
113105	112827	512225	38	777 WASHINGTON ST	AUBURN	MA
122103	122627	031744	0	300 STATE RT 17	RUTHERFORD	NJ
122104	122627	636936	0	396 420 MARIN BLVD	JERSEY CITY	NJ
122302	122325	562491	16	123 SMITH ST	E FARMINGDALE	NY
122609	0	684424	0	1001 E EDGAR RD	LINDEN	NJ
132201	0	585956	0	55 MUSIC FAIR RD	OWINGS MILLS	MD
132203	0	591218	60	9011 SNOWDEN RIVER PKY	COLUMBIA	MD
132204	0	553635	59	8139 GOV. RITCHIE HWY	PASADENA	MD
132205	0	461230	40	4201 WHOLESALE CL.DR	BALTIMORE	MD
132606	132625	558534	15	124 SUNSET DR	WILMINGTON	DE
132607	132622	512883	56	1260 E WOODLAND AVE	SPRINGFIELD	PA
133001	133020	585791	48	1 HOWARD BLVD	LEDGEWOOD	NJ
133002	0	484131	27	1904 HIGHWAY 35	OCEAN	NJ
133003	133028	632200	0	1601 US ROUTE 22 WEST	WATCHUNG	NJ
133005	133027	441731	26	1000 US HIGHWAY 1	EDISON	NJ
133201	0	708689	54	350 COMMERCE BLVD.	FAIRLESS HILLS	PA
133203	0	546075	22	2044 RED LION RD	PHILADELPHIA	PA
133204	0	435394	0	1785 AIRPORT RD	ALLENTOWN	PA
133404	133423	691187	0	1910 DEPTFORD CNTR RD	DEPTFORD	NJ
133407	0	537874	0	131 E KINGS HWY	MAPLE SHADE	NJ
162202	162330	653518	0	4145 STATE ROUTE 31	CLAY	NY
162206	162327	596566	0	400 RIVER RD	UTICA	NY
162206	162329	581244	0	2 CHEVY DR	EAST SYRACUSE	NY
162304	162321	602716	66	3067 ROUTE 50	SARATOGA SPGS	NY
162308	162322	053261	0	1440 CENTRAL AVE	ALBANY	NY
162604	162620	596629	0	950 RIDGE RD	WEBSTER	NY
162604	162631	721690	0	1771 BRIGHTON	ROCHESTER	NY
163605	163625	578244	53	1357 ROUTE 9	WAPPINGERS FL	NY
163609	163624	655719	0	650 MEMORIAL DR	CHICOPEE	MA
163805	0	719756	0	70 CLUFF RD	SALEM	NH
163806	163826	714741	0	119 LACONIA RD	TILTON	NH
163807	0	479424	39	8 SEXTON AVE	NASHUA	NH
173802	0	342085	25	3805 HARTZDALE DR	CAMP HILL	PA
173807	0	638746	57	550 MADISON AVE	READING	PA
292604	292743	436126	0	14123 NOBLEWOOD PLZ	WOODBIDGE	VA
292604	0	550267	0	13053 FAIR LAKES S C	FAIRFAX	VA
292606	292620	550265	0	101 S VAN DORN ST	ALEXANDRIA	VA
292701	0	656803	0	3985 PLANK RD	FREDERICKSBURG	VA
292704	292740	602116	0	1000 ST NICHOLAS DR	WALDORF	MD
292706	292724	353827	36	3712 VA. BEACH BLVD.	VIRGINIA BEACH	VA
292708	0	684224	0	2301 TAYLOR RD	CHESAPEAKE	VA

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